

The project “Clean Waste Vision”

Stockholmsmässan Congress & Exhibition Center

Entry 2020 UFI Sustainable Development Award



Background & ambitions

Stockholmsmässan is the first ISO 20121-certified venue in Stockholm. In order to meet the expectations of this international standard, our aim was to take additional actions to assist in improvement of our waste management regulations.

- **What we implemented:** Kick-start of the “Clean Waste Vision” project. The goal is intended to be a long-term process, resulting in the most efficient waste management in the industry.
- **Process:** Examples of international scientific research has given us the knowledge that reusing material saves energy and resources. Our work is based on EU waste hierarchy i.e. to first prevent waste from being created, then reuse, recycle or energy recover the material, all to avoid the last step, landfill.
- **Our ambitions:** The project “Clean Waste Vision” will result in clean waste fractions where the material will be recycled in order to create new materials and products. We want to actively participate in conserving nature's resources. We also believe that our customers will have a more positive experience at Stockholmsmässan.

Commitment

“Clean Waste Vision” is run by a project team that has agreed on clear actions and timetables. Various stakeholder groups, such as employees, parties and customers, have been asked to select the most important focus areas in order to improve and achieve our sustainability goals.

A survey was carried out and proved that 83% of all employees at Stockholmsmässan were aware of our sustainability strategy.



Activities carried out in 2019

Facts

- At Stockholmsmässan Congress & Exhibition Center, we ensure all waste is disposed of correctly before, during and after an event, a service included in the venue hire.
- This is done to secure correct waste management and customer satisfaction.
- 99% of all our waste was recycled, reused or energy recovered
- Waste is separated in 15 different recycling factions
- In 2019 we processed 1620 ton of waste, a reduction by 500 tons compared to 2018.



Activities carried out in 2019



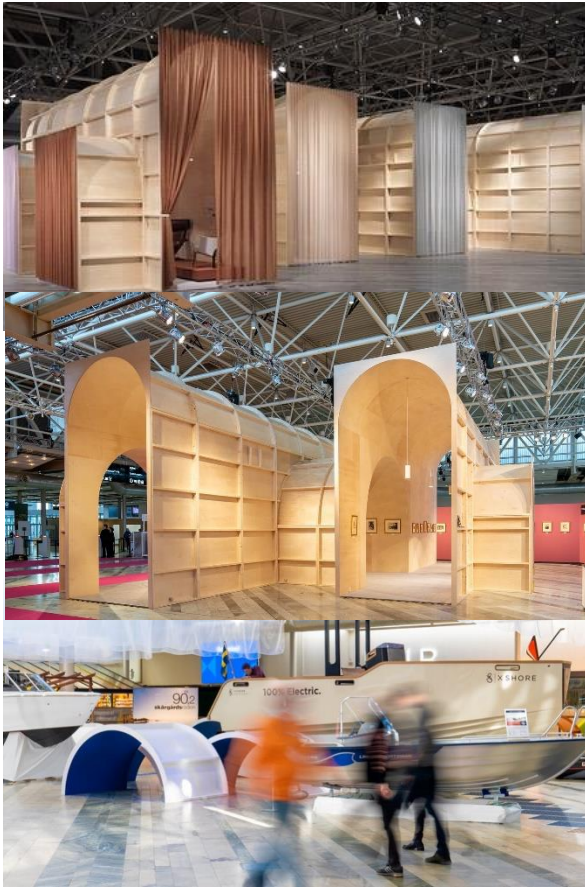
**Colleagues at Stockholmsmässan
Congress & Exhibition Center during
a training session**

Photographer: Linda Elmén

Training of employees

- Successful waste management requires committed staff.
- In order to inspire and increase knowledge, all staff (a total of more than 300 pax) was initially trained by a specially designed e-learning.
- Additional training, including both theory and practice, for all key staff (50 pax).





The pictures show an example of when we have reused buildings for three different occasions and fairs.

Picture 1. Stockholm Furniture Fair 4-8 February 2020

Picture 2. Antique Fair 13-16 February 2020

Picture 3. Boat show "Allt för sjön" 7-15 March 2020

Activities carried out in 2019

Stockholm Furniture & Light Fair displays how we incorporate sustainability throughout the production of our own exhibitions and events.

- During design and production, we consider how the material will be handled after the event. We continuously increase the reuse of materials, as well as reduce material use and waste generation.
- The floor installed in the "Design bar" was shipped back to manufacturer Bolon. There, the material was washed, ground down and granulated to become new flooring. This helps to increase the circularity and reduces the climate impact.
- All specific event furniture as well as 200 square meters of MDF will either be saved and reused at upcoming fairs, or donated to design schools.
- No furniture was thrown away.
- When designing and building installations or exhibitions we aim to save materials and avoid waste e.g. the construction is adapted to the size of the plywood boards to avoid unnecessary waste of wood.
- We plan and cooperate between events so that custom build bars, counters and furniture will be reused as often as possible. We also reuse textile, signs and other materials.



Activities carried out in 2019

Visibility & easy access

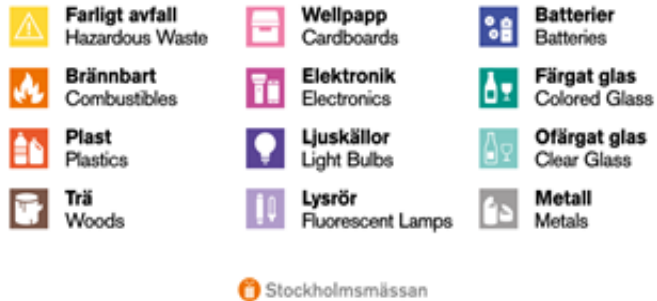
- To meet customers' demands we have invested in recycling bins, placed in all public areas. Now, all customers' sort waste in four different fraction. The bins got simple symbols and clear text.
- Venue staff wear vests during entry and relocation with the text "Ask me about recycling" to further facilitate and help anyone who wants to sort for a better environment.
- We have custom built mobile recycling bins to secure easy access. They are flexible and can be placed in the halls or exhibition where they are best suited for all different events.
- Considerable investments have been made in even more new and better equipment and communication materials, such as, vessels, signs, maps and information at the venue.



Example of new communication material, the new mobile and flexible recycling bins and vest for employees with the text "Ask me about recycling" on the back.

Photographer: Rikard Skärebo

Materialåtervinning Recyclable Materials



Activities carried out in 2019

Communication

- A great effort was done to improve communication e.g. the websites of exhibitors and visitors have been updated with accurate information.
- New signs were created with a map pointing out the closest recycling station during and after all events.



Two examples of new communication material, signing and clear instructions with a map for efficient recycling





**Collection of the protective plastic
during our big boat show**

Photographer: Linda Elmén

Activities carried out in 2019

2 tons of plastic collected for recycling

- At our big boat show, Allt för Sjön, we made a specific effort to take care of the protective plastic from the boats, which resulted in an entire 2 tons of plastic being collected for recycling.





Anne Björklund, Event manager at Stockholmsmässan Congress & Exhibition Center on her way to donate some items for charity.

Photographer: Linda Elmén

Activities carried out in 2019

600 kg of food donated to charities

- One of our culinary exhibition, Stockholm Food & Wine, donated over 600 kg of food to charities, in 2019.

Hundreds items are donated for charity

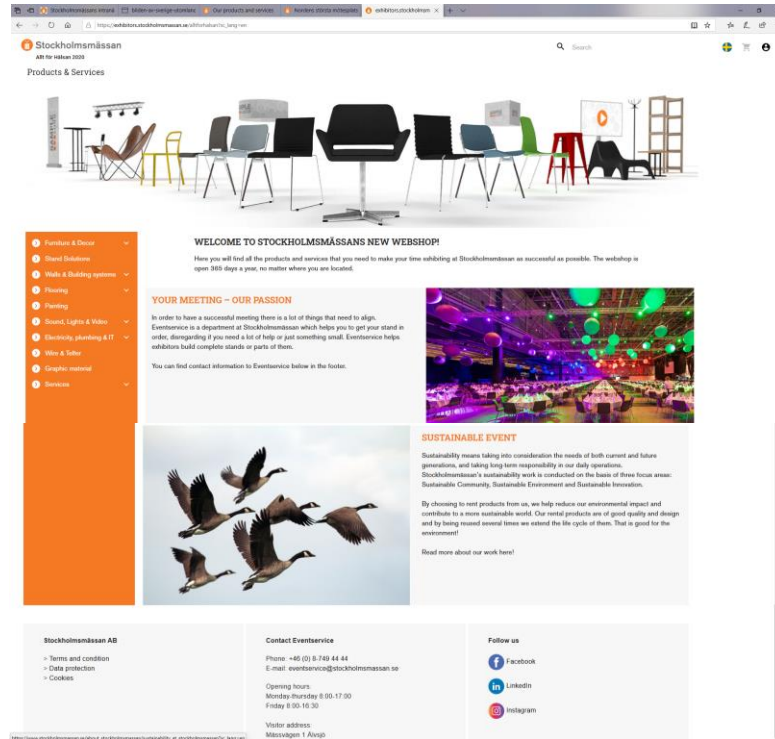
- We donates hundreds of forgotten clothes, glasses and other items to charity. In 2019 this came to more than 300 items.
- Donations reduces the amount of waste and brings a positive impact to society.



Activities carried out in 2019

We guide and help customers make more sustainable choices

- The new e-commerce platform helps both us and customers to reduce the amount of waste.
- In the -commerce platform we actively guide and help customers to rent everything needed for participation. This reduces the amount of waste.
- In the web shop you can order everything you need for your stand such as walls, furniture and graphic material. This is an example of circular thinking.
- In the e-commerce platform, we also actively guide and help customers make more sustainable choices with information and clear symbols e.g.
https://exhibitors.stockholmsmassan.se/sportfiskemassan/shop?sc_lang=en&productoptionid=808D338DD3524CF9B6FB1E7C2AA4694E
- E-commerce and digital signings are available all over the venue, reducing the need for printed materials, all to avoid unnecessary waste.



Printscreen of Stockholmsmässan Congress & Exhibition Center's new web shop where we actively guide and help customers to rent everything needed, This reduces the amount of waste.

Conclusion of the project

- The project “**Clean Waste Vision**” was kick-started 2019, but the goal is long-term. Our aim is to have the best and most efficient waste management system in our industry! We are very proud of this project and we will not loose speed on the way.
- During the last year we learnt that we have to be present and act in close collaboration with our operations team to achieve a successful waste management. 99% of our waste is recycled, reused or energy recovered, but there is still room for improvement. We want to find better ways to reuse materials before it is classified as waste. **We want to actively participate in conserving nature's resources.**
- We want to offer a sustainable location for the customers and visitors who choose to organize and visit events at our venue, and of course, for the events we organize ourselves.
- We strive to work sustainability 365 days a year, for all events.
- As one of the largest venues in Europe, Stockholmsmässan is able to influence and contribute to a more sustainable meetings industry. We want to be a leading example and a role model that inspires others organizations in terms of guidance, advice and inspiration.



Next steps

- The long-term goal of the Stockholmsmässan Congress & Exhibition Center is to become climate positive, which is a large and extensive endeavour that has now begun.
- Stockholmsmässan Congress & Exhibition Center is the first exhibition center in Sweden to change our entire vehicle fleet to run on 100% renewable fuel. This is one important step closer to our goal to become climate positive

Agenda 2030 & the Sustainable Development Goals

- We also aim to incorporate Agenda 2030 and the SDGs into all our events. To succeed and make a contribution to a more sustainable meeting industry, we believe in collaboration and exchanging knowledge. Here, Agenda 2030 plays an important role since it is the shared global vision towards sustainable development for all.



Rikard Skärebo, Production Manager at Stockholmsmässan Congress & Exhibition Center is proud of the new climate-friendly fuel initiative.

Photographer Jonas Sveringsson



Stockholmsmässan Congress & Exhibition Center

- Stockholmsmässan Congress & Exhibition Center is the Nordic region's largest exhibition center with one million visitors per year. Stockholm is known as the “Capital of Scandinavia”.

Stockholmsmässan Congress & Exhibition Center has three main revenue streams:

- The first is Stockholmsmässan Congress & Exhibition Center's own exhibitions, which includes both B2B trade shows and B2C public exhibitions and events.
 - The second is the Congresses & Guest Events department, which sells the venue to external events organisers.
 - The third is Event Services, as we are a full-service supplier of everything from flowers to AV-technology, stand packages and carpet.
- Stockholmsmässan Congress & Exhibition Center is the first ISO 20121-certified venue in Stockholm.



Sustainability at Stockholmsmässan Congress & Exhibition Center

Sustainability means taking into consideration the needs of both current and future generations, and taking long-term responsibility in our daily operations. Stockholmsmässan's sustainability work is conducted on the basis of three focus areas: **Sustainable Community, Sustainable Environment** and **Sustainable Innovation**.



**Sustainable
Community**



**Sustainable
Environment**



**Sustainable
Innovation**



We have 5 beehives on the roof that provide about 100 kilos of honey per year.



99% of all our waste is recycled, reused or energy recovered.



The facility is easily accessible and located only 9 minutes from Stockholm Central.



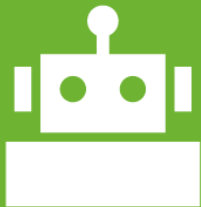
We have accessible facilities equipped with hearing loops, wheelchairs, elevators and ramps.



We have electrically powered internal logistics such as electric trucks.



We collaborate with our neighboring hotel Scandic Talk, a Nordic Swan Ecolabeled property.



Our award-winning Robotplotter marks stand placements, which reduces the number of physically demanding tasks.



All permanent restaurants are KRAV-labelled, and do not serve any red light species in the WWF's Fish Guide.



Our living green plant walls improve air quality and have positive effects on our guests' well-being.

Contact information

Learn more: https://www.stockholmsmassan.se/?sc_lang=en

Sustainability: [about_stockholmsmassan/sustainability_at_stockholmsmassan](https://www.stockholmsmassan.se/about_stockholmsmassan/sustainability_at_stockholmsmassan)

Email: hallbarhet@stockholmsmassan.se

#smhallbarhet

